

Column both right and wrong

To the editor:

Being a former sports director at KAUR, I feel it is my duty to respond to Carl Gonder's "Inside Scoop" (April 12, 1984). I have been closely associated with KAUR for four years and specifically two years as sports director. I have also worked with Carl Gonder, so I know where both KAUR and Gonder are coming from.

Carl said some very true and maybe a few misleading statements in his article. I would like to clarify both items.

Contrary to Carl, I think KAUR does an amiable job at the number of football and basketball games they cover. They try. That's what counts. I don't know if covering the intramural season would be a good idea either, but that's my opinion.

There are serious problems at KAUR and the main problem is that no one at KAUR, other than the sports director, cares about sports programming. Sports programming takes a total commitment from the whole sta-

tion. There's more than broadcasting the games. There's promotion. Carl is right, "sports create interest."

Sports is exciting. And, I think KAUR is a good place to start broadcasting quality sports programming. It can be done. New equipment is needed.

If you are a sports enthusiast, take interest in this subject because you pay for it.

Paul Krumrie

KAUR needs total support

To the editor:

On Carl "Goose" Gonder's April 12 "The Inside Scoop," I admire Carl's nerve. I think, Carl, if you got to KAUR once in a while, and took an in-depth look, you'd find that KAUR is not just music, news, and sports, but a group of hard-working people, giving 125 percent of their time and effort to make the best with very little. I guess you think that sports is the only thing that creates interest in a radio station.

On the subject of KAUR:

I ask the Augustana administration and regents how they can justify funding a Minnesota Public Radio station (complete with a yearly "cost-of-living" increase) when you don't support, even neglect the college's own station. The new MPR station manager, Lee Ax-dahl, is a former KAUR general manager.

Isn't this proof enough, that KAUR is an excellent training and recruiting tool... KAUR is an asset to Augie and to the broadcasting community — ask the program directors of some of Sioux Falls TV and radio stations.

Since 1977, when I came to Augustana, the station has grown from 6-12 hours on the air per day (if we were lucky) and 25-30 students to on the air around the clock and so many students that want to be involved that it must turn students down.

KAUR has been recognized by the South Dakota Advertising Federation for its outstanding work in broadcasting. KAUR has the student support, community support, and support of the area's broadcasters.

see letters page 3

Letters from 4

Now all it needs is the support of the administration, regents, and Alumni Association.

I challenge the administration to work with and support KAUR to make it the station it has the potential of becoming.

Finally, I would like to say thank you to everyone who has been and everyone who is involved with KAUR for the excellent work you have done. Keep up the good work.

Doug Behrens

former general manager and director of operations KAUR 1978-1982

KAUR is a 'real' station

To the editor:

So Mr. Gonder is frustrated. He displays the attitude of a spoiled child. If the objects of his desire aren't handed to him, he throws a tantrum via the *Mirror* and bullies the object of his envy: Augustana University Radio (KAUR).

I could not find one shred of objectivity or fairness in his recent editorial.

When KAUR was granted more wattage by the FCC, it was done so under the premise that KAUR would provide a "service to Augustana and the community". According to a

survey conducted by Augustana Research in 1982, KAUR was not only providing that service but doing it well.

The said radio station is very much a "real" station resting upon the fact that it draws more male listeners from a prime listening age (12 to 18) and a majority of the 18 to 30 year old listeners who are above college educated and white collar workers, than any other radio station in Sioux Falls! Does this indicate that KAUR is a "joke"?

Mr. Gonder contends that KAUR would have a greater following if all sports events were covered. I seriously doubt that community interest would equal the expense involved in out of town volleyball coverage, for instance. If indeed there is that much interest, where are the figures to back up his opinion?

If Mr. Gonder is so frustrated by his training, or lack of, in the sportscasting field, why doesn't he solicit the proper channels, instead of badmouthing an institution which well contributes to Augustana's community standing and to Mr. Gonder's own speech credits? Perhaps it's sour grapes?

Jolene Boldt

Sioux Falls